

EXPIRED LISTING?

What to do When Your Home Doesn't Sell



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REALTY



Introduction

Welcome. I'm delighted to have the opportunity to guide you through the process of successfully relisting and selling your home. Whether you're feeling frustrated by your previous experience or simply looking for a fresh start, this guide is designed to provide you with the tools and insights needed to turn your expired listing into a successful sale.



Relisting with the Right Strategy

Relisting your home with the right strategy can make all the difference. By working with an experienced real estate agent and following the steps outlined in this guide, you can:

- **Attract More Buyers:** Enhance your home's appeal and reach a broader audience through targeted marketing efforts.
- **Sell at the Right Price:** Understand market conditions and pricing strategies to position your home competitively.
- **Experience a Smoother Process:** Benefit from professional guidance and support to navigate the selling process efficiently and effectively.
- **Achieve Your Goals:** Ultimately, achieve your desired outcome of selling your home at the best possible price and terms.

Let's get started on this journey together and turn your expired listing into a success story.

Understanding Expired Listings

An expired listing is a property that was put on the market but did not sell within the agreed listing period. Once the listing contract expires, the property is no longer actively marketed by the agent, and it is removed from the Multiple Listing Service (MLS). This can be a frustrating experience for homeowners who were eager to sell, but it's also an opportunity to reassess and relaunch your property with a new strategy.

Common Reasons Listings Expire

- **Overpricing:** Asking price too high compared to similar properties.
- **Poor Marketing:** Ineffective marketing strategies reduce visibility and interest.
- **Condition of the Property:** Needed repairs or updates deter buyers.
- **Limited Availability for Showings:** Restrictive viewing times miss potential buyers.
- **Market Conditions:** Slow market or economic downturns impact sales.
- **Agent Performance:** Experienced agents with strong local track records can improve chances of success.



Why Professional Representation Matters

- **Honest Pricing Strategy:** A real professional will tell you the truth about market value, even when it's not what you want to hear, because accurate pricing gets homes sold
- **Comprehensive Marketing:** Professional agents invest their own money in quality photos, staging consultation, digital advertising, and broad market exposure
- **Clear Communication:** You shouldn't have to chase your agent for updates. Professionals provide regular feedback and strategy adjustments based on market response
- **Strong Negotiation:** When buyers show interest, you need an agent with serious deal-making skills to maximize your offer and protect your interests through closing

I bring 25+ years of corporate negotiation experience and an analytical approach to pricing and marketing strategy. I'm not going to waste your time with inflated promises or cookie-cutter tactics. You'll get straight talk, data-driven decisions, and a professional who treats your home sale like the major financial transaction it is.



Insights for a Successful Relisting

Evaluate your previous listing

By taking a closer look at market conditions, pricing strategies, marketing efforts, and feedback from previous showings, we can gain valuable insights to optimize your relisting approach.

Together we can assess what worked and what didn't in your previous listing, allowing us to refine our tactics and increase your chances of a successful sale. Let's dive in and make your relisting journey a resounding success.

Relisting Checklist

- 1 Analyze Market Conditions
- 2 Review Your Listing Price
- 3 Assess Marketing Efforts
- 4 Feedback from Showings
- 5 Consult With Your Realtor





Competitive Pricing

Competitive pricing is crucial for relisting expired homes:

1. **Attracting Buyer Interest:** A competitive price grabs buyers' attention, increasing your home's appeal.
2. **Maximizing Exposure:** It boosts visibility, attracting more showings and offers.
3. **Generating Multiple Offers:** Competitive pricing can lead to bidding wars, driving up the final sale price.
4. **Avoiding Stagnation:** It prevents your home from lingering on the market and becoming stale.
5. **Adapting to Market Dynamics:** Competitive pricing aligns with current market conditions, ensuring your home remains a compelling option.

Pricing Your Home Right

If the Asking Price Is	The Property Appeals to
15% Over Market Value	10% of Buyers
10% Over Market Value	30% of Buyers
Market Value	60% of Buyers
10% below Market Value	75% of Buyers
15% below Market Value	90% of Buyers

Enhancing Your Home's Appeal

From staging tips and curb appeal enhancements to minor repairs and professional photography, I'll provide expert guidance every step of the way. Let's work together to showcase the full potential of your home and attract the right buyers.

Home Staging Tips & Tricks: As your real estate agent, I can provide valuable guidance on staging your home to attract buyers. I'll help you declutter, depersonalize, and rearrange furniture to showcase your home's best features and create a welcoming atmosphere.

Curb Appeal - First Impressions Matter: I understand the importance of curb appeal in making a lasting impression on potential buyers. I'll advise you on maintaining a well-manicured lawn, trimming bushes, and adding fresh flowers to enhance your home's exterior. Repainting the front door and updating outdoor lighting can also improve its appeal.

Minor Repairs and Upgrades with Major Impact: I'll help you identify minor repairs and strategic upgrades that can increase your home's appeal and perceived value. From fixing leaky faucets to updating outdated fixtures, I'll ensure your home is in top condition to attract buyers.

Professional Photography and Virtual Tours: As your real estate agent, I'll arrange for professional photography and virtual tours to showcase your home online. High-quality visuals are essential for capturing buyers' attention and generating interest in your property. Virtual tours provide immersive experiences that allow buyers to explore every corner of your home, even from a distance.



Our 8 Steps to Getting Your Home Sold

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK



Maximizing Your Home's Exposure

From prominent real estate websites to targeted social media campaigns, we'll showcase your property to a wide audience of potential buyers. Get ready to elevate your listing's visibility and attract the right buyers with our innovative online marketing strategies.

Our Online Marketing Blitz

- 1 Realtor.com
- 2 Zillow
- 3 Targeted Email Campaigns
- 4 Homes.com
- 5 Multiple Listings Service
- 6 Social Media
- 7 And More!



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Navigating the Relisting Process

From providing you with a comprehensive relisting guide to setting realistic expectations, ensuring clear communication, and expertly handling offers and negotiations, my priority is to make this process as smooth and successful as possible for you.

- **Step-by-Step Relisting Guide:** Our step-by-step relisting guide provides a clear roadmap for navigating the relisting process seamlessly. From assessing your property's market value to adjusting pricing strategies and implementing effective marketing tactics, we'll guide you through each stage of the relisting journey.
- **Setting Realistic Expectations:** Setting realistic expectations is crucial for a successful relisting. We'll provide honest and transparent guidance on market conditions, pricing considerations, and the timeline for selling your property. By aligning expectations from the outset, we can work together towards achieving your selling goals.
- **Communication and Updates:** Effective communication is essential throughout the relisting process. We'll keep you informed every step of the way, providing regular updates on market activity, buyer feedback, and any developments related to your listing. Our proactive approach ensures that you're always in the loop and can make informed decisions with confidence.
- **Handling Offers and Negotiations:** When offers start rolling in, we'll expertly navigate the negotiation process on your behalf. From evaluating offers to counteroffers and closing the deal, we'll leverage our negotiation skills and market expertise to secure the best possible outcome for you. With us by your side, you can trust that your interests are always our top priority.



Our Promise to You

Choosing us as your real estate team means you'll have a dedicated and experienced team working to help you sell your property for the best price. We provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ HONESTY AND TRANSPARENCY
- ✓ COMMUNICATION AND RESPONSIVENESS
- ✓ PROFESSIONALISM AND EXPERTISE
- ✓ DILIGENCE AND ATTENTION TO DETAIL



Expired Listing FAQs

WHY DID MY LISTING EXPIRE?

Listings can expire for various reasons, including overpricing, poor marketing, or unfavorable market conditions. We'll conduct a thorough analysis to determine the specific factors that led to your listing expiring.

HOW LONG WILL IT TAKE TO SELL MY HOME AFTER RELISTING?

The time it takes to sell your home can vary depending on market conditions, pricing, and the appeal of your property. We'll work diligently to generate interest and attract qualified buyers, aiming for a timely sale while setting realistic expectations based on current market dynamics.

WHAT HAPPENS IF MY HOME DOESN'T SELL AFTER RELISTING?

While our aim is to sell your home successfully, we'll discuss contingency plans and alternative strategies in the event that your home doesn't sell within the expected timeframe. This may include reassessing pricing strategies, exploring different marketing avenues, or considering other options such as renting or staging. Rest assured, we'll work tirelessly to achieve the best possible outcome for you.

WHAT WILL YOU DO DIFFERENTLY TO ENSURE MY HOME SELLS THIS TIME?

We'll implement a comprehensive marketing strategy tailored to your property, including enhanced online exposure, targeted advertising, and proactive communication with potential buyers. Additionally, we'll adjust pricing strategies based on market feedback to maximize interest in your home.

SHOULD I MAKE ANY IMPROVEMENTS OR UPDATES TO MY HOME BEFORE RELISTING?

We'll assess your home's condition and provide recommendations for any necessary repairs or updates that could enhance its appeal to buyers. From minor cosmetic touch-ups to more significant renovations, we'll advise you on the most cost-effective improvements to maximize your home's marketability.

Relisting Checklist

Clean and Declutter

- Deep clean the entire house, including floors, windows, and surfaces.
- Declutter each room by removing unnecessary items and personal belongings.
- Organize closets and storage spaces to create a sense of spaciousness.

Make Repairs and Updates

- Fix any noticeable issues such as leaky faucets, loose doorknobs, or chipped paint.
- Address minor repairs and touch-ups to enhance the overall appearance of the home.
- Consider making strategic updates, such as replacing outdated fixtures or refreshing paint colors.

Enhance Curb Appeal

- Mow the lawn, trim bushes, and weed flower beds to maintain a neat appearance.
- Add colorful plants or flowers to boost curb appeal and create an inviting entrance.
- Repair or replace any damaged exterior elements, such as siding, shutters, or mailbox.

Stage Your Home

- Arrange furniture to maximize space and highlight key features of each room.
- Add decorative accents and accessories to create a welcoming atmosphere.
- Incorporate neutral tones and decor to appeal to a wide range of buyers.

Improve Lighting and Ambiance

- Ensure all light fixtures are working and replace any burnt-out bulbs.
- Open curtains and blinds to let in natural light and create a bright, airy feel.
- Consider adding lamps or additional lighting in darker areas to enhance ambiance.

Conduct a Final Walkthrough

- Walk through each room to ensure everything is clean, organized, and in good condition.
- Make any last-minute adjustments or touch-ups as needed.
- Take photos of your home to showcase its best features and prepare for marketing materials.

Consult with Your Real Estate Agent

- Schedule a consultation with your real estate agent to discuss pricing, marketing strategies, and next steps.
- Review the checklist together to ensure all necessary preparations are completed before relisting your home.

By following this checklist, you can effectively prepare your home to relist and increase its appeal to potential buyers.

A woman with wavy red hair and blue eyes, wearing a beige blazer, stands in a modern kitchen. The background features white cabinetry, dark wood accents, and four black conical pendant lights. A small potted plant sits on a wooden shelf to the right.

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